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PRODUCED PRINTED PAPER, and (e) Serial No. 09/690,368, entitled METHOD AND SYSTEM FOR DISPLAYING A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER. Each of these co-pending applications is filed concurrently herewith, names at least Billy P. Taylor as an inventor, is incorporated herein by reference in its entirety, and is assigned to the assignee of this application.

In the Claims

Please amend Claims 1-4, 7, 8, 10, 13, 14 and 16 as follows.

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1. (Amended) A method performed by a computer system, comprising:
storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.
 2. (Amended) The method of Claim 1 wherein the translating comprises:
translating the first version into the second version, wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.
 3. (Amended) The method of Claim 2 wherein the translating comprises:
translating the first version into the second version, wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.
 4. (Amended) The method of Claim 1 wherein the translating comprises:
translating the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.

7. (Amended) A system, comprising:
a computing device for:

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storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.

8. (Amended) The system of Claim 7 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.

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10. (Amended) The system of Claim 7 wherein the computing device is for:
translating the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.

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13. (Amended) A computer program product, comprising:
a computer program processable by a computer system for causing the computer system to:
store a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and
translate the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper; and
an apparatus from which the computer program is accessible by the computer system.

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14. (Amended) The computer program product of Claim 13 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.

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16. (Amended) The computer program product of Claim 13 wherein the computer program is processable by the computer system for causing the computer system to:
translating the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.

Please add the following new Claims 19-21.

--19. (New) The method of Claim 1 wherein the translating comprises:
translating the first version into the second version, the first version having a first digital format, and the second version having a second digital format.--

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--20. (New) The method of Claim 7 wherein the first version has a first digital format, and the second version has a second digital format.--

--21. (New) The method of Claim 13 wherein the first version has a first digital format, and the second version has a second digital format.--
